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TOWARDS AN ARTS POLICY

prepared by
City of Edmonton

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PREFACE

For the purpose of this paper the arts are defined as the practice and enjoyment of all kinds of artistic expressions. They include, but are not limited to the performing arts such as ballet, theatre and opera; the visual arts such as painting and sculpture; the literary arts such as writing; film; and the heritage arts which may be considered performing and visual arts but also include the crafts of many ethno-cultural groups.

The arts community is defined as the composite of those individuals and groups that practice and enjoy the arts.

The extent to which the arts develop within any city depends, at least in part, on the role that the municipal government elects to play in their development. While it is recognized that the existence of the arts is not dependent upon municipal government involvement, the overall health of the arts can be affected by the amount of support, both financial and non-financial, that they receive from the local government.

The primary purposes of this paper are:

- to identify directions in which the City of Edmonton could move in relation to the issues raised by the arts community
- to establish a general foundation to be used in the development of a City policy on the arts
- to give the arts community an indication of the primary issues that the City has identified to be pursued and to propose a strategy to encourage their continued involvement in the development of an arts policy

The ultimate effectiveness of any City policy depends upon its ability to respond to the various interested parties' concerns. It is therefore essential that the various arts communities develop an attitude of cooperation with each other and with the City to ensure that such a policy is possible. Above all, it must be kept in mind that the goal of such a policy is to improve the general conditions for the arts in the City for the benefit of all Edmontonians.

The development of an effective arts policy is a lengthy and arduous task. This paper is considered to be the first step in the process that will lead towards an arts policy for Edmonton.

SUMMARY

The arts have been attributed over the centuries with the ability to provide an improved quality of life, a more positive image and even an improved economic picture for the cities in which they have developed. The artistic opportunities for both the arts creator and the arts appreciator are many in Edmonton but for the most part, little planning has been done in relation to them. The City, although supportive of the arts, has never formalized a clear role to play. The development of a policy of the arts will determine that role. Before the policy can be developed, however, some general directions must be established in which the City can move in relation to the arts and a foundation provided. These are the primary purposes of this paper.

The City recognizes that the position established in regards to the arts must respect that the concepts of artistic freedom and independence are preserved. It is not the City's intention to dictate to the arts community but rather to assist them in developing. It is therefore recommended that the role to be assumed by the City be that of facilitator, working with the arts community to create the conditions and environment in which the arts can flourish now and in the future.

The following have been identified by the arts community as proposed areas or conditions that the City needs to address in relation to the arts. A proposed position that the City will explore in its efforts to create improved conditions for the development of the arts is given. These are not recommended for approval at this time, but are recommended as positions to be addressed in the process of developing an Arts Policy.

Recommended Proposed Positions to be Addressed in the Development of an Arts Policy for the City of Edmonton

Recognition of the Arts Community

- *The City of Edmonton will endeavor to support and encourage arts activities as an important component of local government responsibility in view of the contribution these activities make to individual development, cultural enrichment, the City's economy and the sense of identity for the City. Furthermore, the City recognizes that the development of the arts in Edmonton will only be possible through cooperation between the municipal and other levels of governments, community organizations and the private sector.*

Promotion and Exposure for the Local Arts

- *The City of Edmonton will endeavor to increase the access to arts for the public while at the same time offering greater exposure to the work of local artists and arts groups.*

Financial Support

- *The City of Edmonton will strive to ensure that the financial assistance available through the City in the form of grants is distributed fairly and efficiently in a manner acceptable to both the City and the arts community.*

Facilities

- *In cooperation with other levels of government, community organizations and the private sector, the City will strive to facilitate the provision of suitable facilities for arts activities within Edmonton.*

Programs

- *The City will strive to facilitate the provision of programs in the performing, visual, literary, film, and heritage arts and crafts. It is recognized that this will only occur through a cooperative effort with other levels of government, community organizations and the private sector.*

Support Other than Financial

- *The City will endeavor to offer non-financial support to the arts community whenever and wherever it is determined by the City to be feasible.*

A STRATEGY FOR INVOLVEMENT

The effectiveness of a policy established on the arts will depend, to a great extent, upon the ability of the policy to meet the needs of the various individuals and groups involved. Although the City will be developing the policy, it is essential that the various individuals and groups involved in the past take an active role in assisting the City in such tasks as developing priorities, setting goals and in general, establishing the future direction for the arts in Edmonton. To bring these groups together a strategy for involvement is proposed.

The groups that have been identified as those whose involvement is necessary are the arts community, the Parks, Recreation and Cultural Advisory Board, the Chamber of Commerce and the City. To ensure that the local arts community is involved a committee called the Advisory Committee on the Edmonton Arts is proposed. The committee would be made up of the three members of the cultural committee from the Parks, Recreation and Cultural Advisory Board, one representative from each of the Edmonton Visual Arts Committee, the Edmonton Arts Alliance, and the Edmonton Committee on Multiculturalism representing the ethno-cultural arts and crafts. A member of the general public would be represented by the Chamber of Commerce. The City would be represented by two representatives from the Parks and Recreation Department and one representative from the Finance Department. All City members would act in an ex-officio capacity. It would be this committee's function to have input into the various reviews that have been identified in the report and to make recommendations to the Parks, Recreation and Cultural Advisory Board on a system to handle grants.

The second committee would be the Interdepartmental Committee on the Arts Policy and would be made up of the various City departments that need to be involved in the reviews suggested in this report. The committee would meet to coordinate the activities of the individual member departments and to exchange ideas.

Through the work done by these two committees and additional work and consultation done by the Parks and Recreation Department, it is believed that an effective policy for the arts can be developed.

PART I

THE ARTS AND THE CITY

THE ARTS AND THE CITY

THE CONTRIBUTION MADE BY THE ARTS TO THE COMMUNITY

The arts, for the purposes of this paper, will be defined as the practice and enjoyment of all kinds of artistic expression. They include, but are not limited to the performing arts such as ballet, theatre and opera; the visual arts such as painting and sculpture; the literary arts such as writing and film; and the heritage arts which may be considered performing and visual arts but also include the crafts of many ethno-cultural groups.

The arts have generally been seen to have a dual purpose within a city such as Edmonton. First, their presence within the city offers a greater choice of activities that the residents may participate in either as recreation or as employment. Such a choice is almost universally recognized as playing a significant part in the quality of life within a city. Second, the arts contribute to the image that a city projects to others. Many cities are aware that their attractiveness as a place to visit or to move to depends to a large extent on the type and quality of activities that it has to offer. However, there is a third and often overlooked function that the arts can play in a city and that is as a contributor to the local economy. Many local arts individuals and groups are eligible to receive grants from the federal and provincial governments. Ultimately a portion of the money received through the grants enters into the economy of the city. There is also evidence that the amount of consumer money spent on such items and services as babysitters, dinners, and parking for those attending events is substantial and makes a healthy contribution to the overall economy of the city.

THE ROLE OF THE CITY OF EDMONTON IN RELATION TO THE ARTS

NEED FOR A POLICY

For many Edmontonians the arts provide opportunities for relaxation and personal development. For others, they provide an opportunity to work in a field that allows them to strive for excellence and to exercise creativity. For whatever reasons, more Edmontonians are enjoying or participating in artistic activities today than at any other time in our history.

To a certain extent the arts have been taken for granted. Almost no planning for the arts has been done and that which has been, has generally focused on a specific issue related to the arts such as grants. Municipal decisions concerning the arts have been made on an ad hoc basis with no overall plan in mind to offer direction. While this method of ad hoc decision making has sufficed in the past for the most part, it has become apparent that cultural planning, like any other type of corporate planning conducted by the City, is essential to ensure that the city invests wisely, allocates its resources efficiently and fairly and coordinates its activities. The absence of planning and its end product, a policy, makes decision making difficult for the Council and other bodies dealing with the arts. It also leaves the local arts community in an uncertain position regarding their short and long term relationship with the local government and provides no indication to the arts consumer of what is to be expected in the future.

The absence of a local policy on the arts is not uncommon in most Canadian cities. While both the provincial and the federal governments have established some general positions on the role that they will play in the development of the arts in Canada and within the individual provinces, most municipalities have not. The responsibility therefore falls on each municipal government to define its own unique role within the local arts scene.

SIGNIFICANT MUNICIPAL RESPONSE IN THE PAST

In recent years the City of Edmonton has taken significant action to respond to the growing needs and concerns related to matters of the arts. The City has provided a substantial amount of financial assistance through operating and capital grants. In terms of the City corporation, changes have been made to the organization to accomodate the growing needs of the arts. Most notable among these is the inclusion of responsibility for cultural matters in the Parks and Recreation Advisory Board's mandate in 1979. The Board was expanded by three members whose responsibility it is to serve the cultural aspects related to the Board's function. The name of the Advisory Board was changed to the Parks, Recreation and Cultural Advisory Board. The second significant action taken in 1979 by the Parks and Recreation Department was to determine the role that the Department would play in promoting, encouraging and supporting culture. A study was conducted between 1979 and 1980 and culminated in a report called the Culture Arts Policy: Recommendations for Municipal Action. The report made recommendations on ways in which the City could provide support which would facilitate the continued provision of arts opportunities for the community at large. Most of the recommendations were directed at actions the Department could take, many of which have been enacted. As a result of the report, a separate section within the Department was established to deal with matters related to the arts. This unit's primary function is to act in a consultative/advisory capacity to arts groups dealing with such issues as making application for capital and operating grants, assisting with volunteer development, fund raising, city policy clarification and program development.

It has become evident that issues related to the arts are not restricted to the mandate of one department within the current City corporation. The types of issues that have been raised by a number of representative arts groups span many of the departments' areas of responsibility. As a consequence any policy dealing with these issues must be a City Policy and not simply that of one department.

SOME FUNDAMENTAL PRINCIPLES

There are two fundamental principles that must be observed in the preparation of a policy on the arts. The first is the clear recognition of the character of the bodies involved. The arts, by their very nature, embody the concepts of artistic freedom and independence. The City, on the other hand, is a more rigid organization that must operate with rules and guidelines to ensure that the interests of the public are being protected. Where the arts can attempt to appeal to a particular segment of the population, the City must at all times keep the general public's concerns in mind. Where the arts can concentrate on the process to produce a product, the City must focus on the end product. Basically one is the antithesis of the other. While this does not mean that a relationship can not be established, it does mean that both groups must respect the nature of the other. It is imperative that the relationship the City established with the arts community will in no way endanger the integrity and artistic freedom of the arts. A policy on the arts must recognize the goals of excellence, creativity and individual development. At the same time, the arts community must understand the types of constraints, both financial and non-financial, that the City operates under.

The second principle is that of universality. In the past the arts achieved the reputation of being the pastime of the affluent. For reasons that include cost, education, and general accessibility only a small segment of the population experienced the arts. More recently, however, as leisure time and artistic opportunities increased, a larger number of people have been exposed to the arts. A policy on the arts should place emphasis on increasing the exposure of the arts to the public and on offering a variety of artistic choices.

POSSIBLE DIRECTION FOR THE CITY

The role that appears to be most appropriate for the City to play in relation to the arts is one of creating the conditions in which the arts can flourish; not dictating to the arts community, but rather creating an environment in which the arts are allowed and encouraged to develop.

Through an initial process of meetings and the submission of briefs by representative arts groups, a number of issues were brought to the attention of the administration. The issues that were raised are, in fact, the matters that need to be dealt with for the conditions in Edmonton to become more conducive to the development of the arts.

A policy for the arts should encompass the concerns of those who are the creators of the arts, the appreciators of the arts, and the facilitators of the arts. It is believed that a policy that can create the conditions in which the arts can flourish, and perhaps more directly respond to the concerns of the arts creator, will also be of benefit to those who are the consumers.

PART II

THE ISSUES

THE ISSUES

The following is an overview of the problems and issues facing the local arts community in their efforts to develop the arts in Edmonton.

A. RECOGNITION OF THE ARTS COMMUNITY

The issue of recognition has two integral parts. The first is recognition of the arts and the arts community as playing an important role within the community. The second is the recognition that support and encouragement of arts activities is a municipal responsibility as it is a federal, provincial and private sector responsibility.

For the arts and arts groups to receive legitimacy within the community it is believed that the contribution that they make to the quality of life within the city, the image of the city and the local economy of the city must be recognized by Council. In addition, it is believed that until the Council formally recognizes its responsibility to support and encourage the arts, a good working relationship between the Council and the arts community will be hampered.

Possible future action by the City:

- Examine the means presently used within Edmonton to honor or to recognize its local artists.

- Encourage the City corporation to develop a positive attitude towards the arts in Edmonton.

General Policy Statement

The City of Edmonton will endeavor to support and encourage arts activities as an important component of local government responsibility in view of the contribution these activities make to individual development, cultural enrichment, the City's economy and the sense of identity for the City. Furthermore, the City recognizes that the development of the arts in Edmonton will only be possible through cooperation between the municipal and other levels of government, community organizations and the private sector.

B. PROMOTION AND EXPOSURE FOR THE LOCAL ARTS

For many people, exposure to the arts has been limited. For some, galleries, concert halls and auditoria are perceived as being uninviting and therefore a visit is unlikely. If the arts are not available in another setting, they are not seen or heard. Local artists have expressed a desire to take the arts to the people by displaying or performing in less imposing surroundings than the galleries and concert halls, possibly in places in which individuals work or shop. It has also been stated that there are limited opportunities for local authors and film makers to expose their art forms to the public. Public readings and the showing of locally produced films in public spaces are seen as opportunities for the public's access to the arts to be increased.

Basically, the overall objective is to introduce more people to the arts through increased access and as a consequence achieve greater exposure for local artists.

Possible future action by the City:

- Investigate ways in which the arts can be incorporated into the urban environment. Review methods used in other cities.
- Investigate the feasibility of establishing a local art collection.
- Investigate ways in which the public can have increased opportunities to experience the arts.

General Policy Statement

The City of Edmonton will endeavor to increase the access by the public to the arts while at the same time offering greater exposure to the work of local artists and arts groups.

C. FINANCIAL SUPPORT

The City of Edmonton has the responsibility of administering three grant programs. The first is the Major Cultural/Recreational Facility Development Program (M.C.R.) which terminates in 1984. The M.C.R. Program was instituted by the Province in 1975 and within the City of Edmonton is administered by Parks and Recreation. One hundred dollars per capita has been available to each municipality for the development of cultural and recreational projects over those ten years. Grants are allocated based on a maximum of 50% of the cost of a project. The total allocation for the City of Edmonton is approximately $55.2 million. Of this total the Province required that a minimum of 25% or approximately $13.8 million be spent on cultural facilities. Most of this money has been committed to projects to the end of 1984. The Parks, Recreation and Cultural Advisory Board advises and makes recommendations on M.C.R. grant applications for City Council approval.

The second program, also Provincial, is Project Cooperation of which there are two parts - Community Organization Assistance and Community School Incentive Assistance. Project Cooperation was instituted by the Province in 1973, with the aim of supporting and encouraging cooperative efforts between municipalities and community organizations. It is also administered within the City by Parks and Recreation and applications are reviewed by the Parks, Recreation and Cultural Advisory Board.

(i) Community Organization Assistance

Under this program, $.50 per capita is available to the City annually to allocate to community organizations for capital projects totalling less than $150,000.00. Organizations are eligible to receive a grant up to 50% of the total project costs.

In the period 1975 - 1982, the City of Edmonton has distributed $1,935,916. of which $139,661. or 7.2% has gone to specified cultural projects.

(ii) Community School Incentive Assistance

This program is intended to encourage community use of school facilities and provides $.65 to the city per capita annually. From 1974 to 1982, the City of Edmonton distributed $2,412,955 of which $253,092 or 10.49% has been allocated to arts projects, with the vast majority of this, over 90%, going to visual arts and crafts facilities and equipment.

The third program is called Grants-in-Aid. Under the Municipal Government Act, Section 212, municipalities are allowed to distribute monies in the form of grants to charitable organizations. Currently, the City has classified arts groups as charitable organizations and has established a policy (Grants-in Aid #C-193) to distribute these funds. These grant monies cannot exceed 1/2 mill on the total net assessment. Thus, Edmonton was entitled to distribute approximately $5.4 million in 1982. In 1982, $3,076.960 including tax waivers and lease subsidies ($2,215,320) was allocated to cultural organizations, excluding Summerfest. The program is administered by the Finance Department, and the Parks, Recreation and Cultural Advisory Board makes recommendations to Council on recreational and cultural grant applications.

The issues related to the availability and distribution of financial assistance go beyond those specifically related to the arts as such. The Edmonton Committee on Multiculturalism has pointed out that the distribution of funds to local multicultural groups has been disproportionately low to that received by the strictly artistic groups and the athletic groups. They call for an even distribution of funds which would see half of all monies available under the MCR grant program going to athletic groups and one half going to cultural groups. The cultural funding would further be divided with one half going to the arts groups and one half going to the multicultural groups. It has been suggested by the group that the City may, in fact, be legally obligated to make a greater proportion of the funding available to the multicultural groups because of the provisions within the new Canadian constitution.

The issues raised by the arts groups focus on the amount of money available and the criteria used for the evaluation of the grant applications. In addition there is a desire to see longer term financial commitments made to the various groups so they can plan their future operations. Both the Edmonton Committee on Multiculturalism and the two arts groups were concerned with the representation they were receiving. Although it was recognized that the cultural representatives on the Parks, Recreation and Cultural Advisory Boards were acting in the interests of the cultural community, greater participation by those directly involved in the arts and in the multicultural community was suggested.

The issues related to both capital and operating funding for the arts are complex for the municipal government. Because there are limited funds available, the municipality has to be assured that it is investing its money wisely and allocating its resources efficiently and fairly. The exercise means that choices have to be made. Council has to decide if it will promote and fund a few

groups exclusively or distribute its limited resources to a larger number of groups. Choices have to be made concerning which groups should qualify and which should not. Should new, innovative groups be eligible for funding, or should they be established groups? Should separate funds be designated for special projects that may arise on an infrequent basis or should they be considered as part of the regular grant process? Should individual artists receive support or should only groups be eligible? The municipal government must establish priorities, objectives and criteria that may change over time. Guidelines must also be established.

Possible future action by the City:

- Conduct a complete review of funding of the arts within the City of Edmonton in cooperation with the Parks, Recreation and Cultural Advisory Board and representatives of the local arts community. The review should include but not be limited to:

  - the establishment of priorities and objectives for the City concerning funding

  - an assessment of the criteria used for the review of applications

  - an assessment of the method used to deal with funding special projects

  - an assessment of the method used to deal with funding festivals

  - a review of the communication network between the arts groups and individuals and the City

  - a review of the application for grants process and associated problems of timing

- a review of the representation by the local arts groups and the multicultural groups in the grant application review process

General Policy Statement

The City of Edmonton will strive to ensure that the financial assistance available through the City in the form of grants is distributed fairly and efficiently in a manner acceptable to both the City and the arts community.

D. FACILITIES

The lack of physical resources for almost all groups has been identified as one of the greatest problems facing the development of the arts in Edmonton. The needs for space vary greatly depending upon the type of activity and the level at which it is done. The identified needs include space for rehearsal, performances, storage, working, exhibitions, conducting and taking part in classes, public readings and showing films. Without sufficient and appropriate space, many groups simply cannot operate.

The need for centres in which all activities related to one type of arts activity such as the performing arts, has been identified in a number of submissions. Basically, the groups need a facility that can be considered "home" for their particular set of activities. There also appears to be a desire for an arts information centre that would serve the function of collecting and disseminating all information relating to the arts in Edmonton to the general public and to the groups.

Although the City owns a number of facilities that are used for the arts, all the submissions stated that there is a serious shortage of space. It is obvious that the City alone cannot provide all the space that is needed, either now or in the future. The provision of space for the arts should be a community responsibility - one in which various groups can involve themselves. Surplus school space, community league space and even publicly accessible space within private buildings have been recognized as being potential sites for various activities.

Possible future action by the City:

- Assist arts groups in completing a potential use profile of both amateur and professional space indicating the specific requirements for each activity and group.

- Assist arts groups in compiling a composite list of total space required.

- Compile an inventory of suitable City owned space to match the requirements identified in the potential use profiles.

- In cooperation with the School Boards, Community Leagues, and other community organizations, compile an inventory of suitable space to match requirements identified in the potential use profile.

- In cooperation with the private sector, identify publicly accessible space within private buildings that would be suitable for specific artistic activities such as exhibitions and performances.

- Make the inventories of the space available to the various arts organizations.

- Investigate the feasibility of acquiring and/or designating a suitable building to act as a centre for the city-wide arts groups.

- Investigate the feasibility of providing additional facilities to meet outstanding needs.

- Investigate, in cooperation with Community Leagues and School Boards, the feasibility of designating specific art groups as "resident" within certain facilities.

- Develop a process to include input of representatives of the local arts groups in the planning of new facilities or renovations in which space for the arts may be provided.

- Consider, in the design of public open space where feasible and practical, the incorporation of facilities for artistic activities.

- Encourage Community Leagues, School Boards, and neighbourhood based organizations to provide space for arts activities in the renovation or construction of buildings.

General Policy Statement

In cooperation with other levels of government, community organizations and the private sector, the City will strive to facilitate the provision of facilities for arts activities within Edmonton.

E. PROGRAMS

There are a number of groups and individuals within the city that offer programs related to the performing, visual, literary and heritage arts and crafts. The demand for a larger number of high quality programs at nearly all levels appears to be greater than the supply. The responsibility for programming has never clearly been defined which results in the duplication of some types of programs and an absence of programming in other areas.

Edmonton Parks and Recreation, in the Parks and Recreation Master Plan 1979-83, has stated that it will ensure that a wide variety of programs are available to Edmontonians. It also states that the City should provide programs where an identified need is not being met by Community Leagues and recreational service agencies. It is obvious that the degree to which the Department can be involved in direct programming depends upon the availability of resources, both, financial and physical. In those periods that resources are not at the disposal of the City, more innovative methods of providing programming to the public must be found.

Possible future action by the City:

- Conduct a review of what programs are available and at what level in the City.

- In cooperation with the Province and the arts community, reaffirm the role that the City, through Parks and Recreation, has determined it will play in the delivery of programs in the visual, literary, performing, heritage arts and crafts.

General Policy Statement

The City will strive to facilitate the provision of programs in the performing, visual, literary, and heritage arts and crafts. It is recognized that this will occur through a cooperative effort with other levels of government, community organizations and the private sector.

F. SUPPORT OTHER THAN FINANCIAL

In the City's attempt to give order to its day-to-day operations, bylaws are passed, policies accepted, and general guidelines and principles are adopted. For the most part the system works very efficiently and order is maintained. The arts community believes that in a number of cases, the system has classified them as businesses and as a consequence, they have been treated in a way that does not recognize the unique character of their work. Situations such as the following are cited:

- Business taxes are levied against artists' studios, non-profit galleries and exhibition space. Many individuals involved in the arts do not believe that such a tax should be levied against such activities.

- The telephone rates paid by such groups as arts groups, artists' and writers' studios, and film production offices are regular business rates. It is believed by the arts representatives that the rates charged to these groups should be below that which the regular business community pays. Possibly a separate rate for such activities should be established.

- There should be a special utility rate for such facilities and artists studios, non-profit galleries, and exhibition areas.

- Some arts groups believe that the rent charged to arts groups for the use of facilities owned by the City should be at a preferred rate or at no charge.

- It is believed that the City should make greater use of local artists, photographers, writers, film production studios and performing artists in work requiring these skills.

Future possible action by the City:

- Conduct a study to determine the feasibility of offering a preferred rate on utilities, taxes, and rents to those involved in artistic activities of a non-profit nature.

- Review the City's practice of hiring photographers, artists, writers, film production studios and performing artists from outside of Edmonton. Make recommendations.

General Policy Statement

The City will endeavor to offer indirect support to the arts community whenever and wherever it is determined by the City to be feasible.

PART III

A STRATEGY FOR INVOLVEMENT

A STRATEGY FOR INVOLVEMENT

The representative groups

It has been stated previously in the paper that the responsibility to create the conditions in which the arts can flourish is in the hands of a large number of groups and individuals. That fact becomes even more evident when an analysis of the preliminary issues provided by the arts community is conducted. The issues cross the mandates and operations of many departments, agencies and boards. It is essential then, that an effective City policy must be the product of a cooperative effort of all groups involved. Recause coordination and cooperation are the keys to the process, a strategy for involvement must be established.

Basically there are four groups that should be represented: the arts community, the City of Edmonton, and the Parks, Recreation and Cultural Advisory Board and the general public. The first group, the arts community is made up of a wide variety of interests, talents and levels. They do not act as one body but have recognized, through the preliminary stages of the study, that they would have a more effective voice if they chose spokespersons to represent them during this process. The visual arts people have grouped their interests under the umbrella group of the Edmonton Visual Arts Committee. The Committee is comprised of residents of Edmonton who are involved and interested in the visual arts and represent a variety of professional backgrounds and experience, including artists, gallery directors and owners, arts educators, sculptors, arts consultants, arts critics and concerned citizens. A second group, representing the performing, film and literary arts is the Edmonton Arts Alliance. A third group, the Edmonton Committee on Multiculturalism, represents the various ethno-cultural arts and crafts within the City. The amateur, craft and hobbyist levels of all three groups have been represented by the Parks and Recreation Department. All three groups were created specifically to participate in the development of an arts policy for the City.

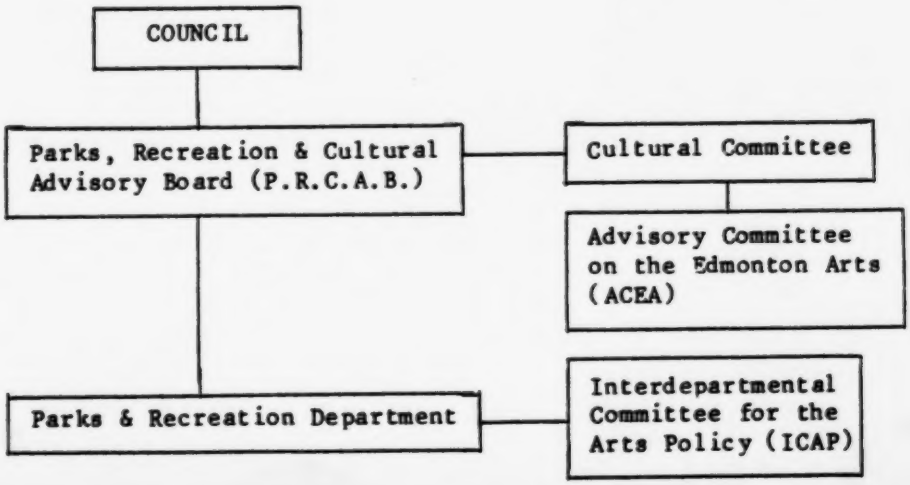
Within the second body, the City of Edmonton corporation, the arts falls within the mandate of the Parks and Recreation Department. The role to be played by the Department in relation to the arts is to ensure that artistic activities are available to the public to the extent that it is possible. There are, however, a large number of other departments within the City that, although not directly involved, have a peripheral interest in the policy that may effect their own operations to a significant degree.

A third body is that of the Parks, Recreation and Cultural Advisory Board. The purpose of the Board is to advise Council through the Commission Board on matters relating to parks, recreation, and culture within the city. Included in this mandate is the responsibility to advise Council on policies concerning matters related to the arts. As stated earlier, there are three representatives on the Board that represent the interests of the arts and who form the Cultural Subcommittee of the Board.

A fourth body is that of the general public. It is believed that a member of the Chamber of Commerce could fill this role.

The Structure

The following structure has been devised to ensure that each group has input and direct involvement in the development process regarding the Policy.


COUNCIL
Parks, Recreation & Cultural Advisory Board (P.R.C.A.B.)
Cultural Committee
Advisory Committee on the Edmonton Arts (ACEA)
Parks & Recreation Department
Interdepartmental Committee for the Arts Policy (ICAP)

Two new committees would need to be established for a temporary period to ensure that representation is made by the four bodies. The first of these two committees is the Advisory Committee on the Edmonton Arts. This committee would work directly with the Parks, Recreation and Cultural Advisory Board. Within Bylaw 4895, the Bylaw that established the Board, it is stated that the Board may appoint sub-committees or ad hoc committees to deal with special phases of the matters coming within the scope and jurisdiction of the Board.

Advisory Committee on the Edmonton Arts - This committee would be made up of representatives of the arts community which includes the Edmonotn Visual Arts Committee, the Edmonton Arts Alliance, the Edmonton Committee on Multiculturalism, the Parks, Recreation and Cultural Advisory Board and the Parks and Recreation Department. Its purpose would be two-fold. First, the committee would be required to provide input into the various reviews that have been identified in the "Issues" section of this paper. For example, a complete review of funding for the arts has been called for under the Financial Support issue. The Advisory Committee on the Edmonton Arts would work with the Parks, Recreation and Cultural Advisory Board, the Department of Parks and Recreation and the Finance Department in such activities as setting priorities, reviewing past practices, reviewing objectives and establishing new ones and proposing new methods to deal with the identified problems. The review would culminate in a report to go to Council for adoption.

The second function of the committee would be to make recommendations regarding the type of system to be put in place to deal with the grants that are available to the arts groups and individuals in Edmonton. Discussions have taken place over a number of years about the best mechanism to put in place to administer grants. Some support an independent foundations concept such as the Calgary Regional Arts Foundation (C.R.A.F.) while others believe that ultimately Council should make the final decision in regard to the distribution of grant dollars.

Composition of the Committee: Representatives from the arts community on this Committee would be chosen by each of the umbrella groups. It would consist of a total of ten members made up of one representative from the Edmonton Visual Arts Committee, one from the Edmonton Arts Alliance and one from the Edmonton Committee on Multiculturalism representing the ethno-cultural arts and crafts. The general public would be represented by a member of the Chamber of Commerce. In addition the three members of the Cultural Committee from the Edmonton Parks, Recreation and Cultural Advisory Board would sit on the Committee as well as two members of the Department of Parks and Recreation and one member of the Finance Department. City members would be non-voting members.

The second committee to be established would be the Interdepartmental Committee on the Arts Policy.

Interdepartmental Committee on the Arts Policy - Because the implementation of almost all of the issues identified as "possible future action by the City" require the cooperative effort and input of a large number of City departments, it is necessary to coordinate their activities through a central committee. The function of the committee would be to identify ways in which the City could create a better environment in which the arts could develop. Individually, departments would be required to study issues that fall within their mandates and to prepare reports for Council that would identify changes to their operations that could improve conditions for the arts. They would then be required to act upon their proposals once Council approval was received.

Members of the committee would be encouraged to meet with the Advisory Committee on the Edmonton Arts to exchange ideas. While the imposition of bylaws and policies of the City on the arts community is perceived as being unfair by the arts community, there may often be a valid reason. The exchange of ideas between the two committees could possibly lead to greater understanding and a better working relationship.

The Interdepartmental Committee would be made up of one or two representatives of each department involved depending upon the complexity and the number of issues relevant to the department. Not all departments of the City would be involved. Through the preliminary identification of the issues process the following have been identified: Corporate Policy Planning, Finance, Real Estate and Housing, Planning, Assessment, Library, Public Relations, Power and Telephone. Representation would also be required from the Edmonton Public School Board and the Edmonton Separate School Board. A work program for each department would be developed by the department and the Parks and Recreation Department. It would outline the issues to be addressed and possible research to be conducted. The departments would be encouraged to approach each issue creatively and not simply to adopt methods used in other cities. This is seen as an opportunity for the City to implement some innovative strategies. Representatives would discontinue involvement on the Committee as their set of issues were reported on and had received Council approval for implementation.

The work done by the two committees would be coordinated by the Parks and Recreation Department. It is believed that the results of all of the individual studies would provide the Parks and Recreation Department with the necessary information to develop policies on the arts for Edmonton.